

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Persole' LLC | | 11/13/2013 | LIMITED LIABILITY COMPANY: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Lisa Walsh | | |
| Street Address: | 10 Ash Court | | |
| City: | Novato | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94949 | | |
| Entity Type: | INDIVIDUAL: UNITED STATES | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85913397 | PERSOLÉ | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 415/774-2953 | | |
| Email: | swilliams@sheppardmullin.com | | |
| Correspondent Name: | Michelle D. Kahn | | |
| Address Line 1: | Sheppard Mullin Richter & Hampton LLP | | |
| Address Line 2: | Four Embarcadero Center; 17th Floor | | |
| Address Line 4: | San Francisco, CALIFORNIA 94111 | | |
| ATTORNEY DOCKET NUMBER: | 0100-092522 | | |
| NAME OF SUBMITTER: | Michelle D. Kahn | | |
| Signature: | /michelle d kahn/ | | |
| Date: | 11/14/2013 | | |
| Total Attachments: 1 source=Assignment of Persole(stylized)#page1.tif | | | |

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REEL: 005154 FRAME: 0195


ASSIGNMENT OF TRADEMARK

WHEREAS, Persole' LLC, a California Limited Liability Company, having a principal place of business at 448 Ignacio Blvd., Suite 214, Novato, California 94949 (the "Assignor") has adopted and is using PERSOLE' for sunshade parasols (the "Mark") and is the owner of United States Trademark Application No. 85/913,397 PERSOLE' for use with "Sunshade parasols" ("the Application");

WHEREAS, Lisa Walsh, an individual, having a principal place of business at 10 Ash Court, Novato California 94949 (the "Assignee"), is desirous of acquiring all right, title and interest in and to said Mark and Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby assign into the said Assignee all right, title and interest in and to the Mark and Application, together with the goodwill of the business symbolized by the Mark, effective the date of its signature below.

Date: 11-13-13

By: 
Name: Lisa Walsh
Title: President
Company: Persole' LLC